



A. B. C.

EASY TO SAY

Easy To Remember

When You Buy Advertising Space,

Mr. Advertiser, think of the A. B. C., the Audit
Bureau of Circulations, the only recognized

authority today in America that shows the circulations of newspapers and periodicals in their true light. The trained auditors of the A. B. C. make it impossible for a newspaper or periodical to "put anything over" for they make their reports after an exhaustive examination of every scrap of paper or information regarding circulation and they give the newspaper or periodical credit for just what circulation they find—NO MORE, NO LESS. The Audit Bureau of Circulations protects you now, Mr. Advertisers and

When You Buy Space in an A. B. C. Paper You Are Not Buying Blue Sky

You don't have to take the publishers' word for it or a solicitor's word for it, or the office boy's word for the circulation that any particular newspaper says they have or think they have, but you now have access to the reports that the Audit Bureau of Circulations, which shows the actual circulation that these trained auditors FIND. The fact that over 1,000 newspapers, periodicals and advertisers in the United States and Canada are now members of the A. B. C. speaks well for the organization. It is a mutual organization the seller of space joins to let the advertiser know just what he is getting when he buys space in that publication; the advertiser, who spends hundreds of thousands of dollars for advertising each year, joins so that he may have access to the reports of the A. B. C. from all over the country, and the cost of membership is so small that

A Publication Should Be Ashamed to Say It Is Not a Member

The Argus is pleased to say that it has been a member of the A. B. C. since its organization because it wants advertisers to know just what its circulation is, not what it hopes it will be or expect it will be, but it wants advertisers to know what it is now, today, when they buy space in the paper. We have nothing to hide, nothing to put over and for that reason

The Argus Is Proud to Say It Is a Member of the A.B.C.